

Caverion

BRAND MANUAL

Caverion designs, builds and maintains user-friendly and energy-efficient building systems and offers industrial services. Caverion was established through the demerger of building services and industrial services businesses from YIT Group in July 2013.

INTRODUCTION

Brand is the sum of impressions.

This is Caverion Brand Manual.
It explains what our brand stands
for and how it is expressed.

As a service company our employees are at the core of our brand. Everything we do and the way we behave affects our company image. All these actions determine what kind of associations our customers and other stakeholders attach to Caverion.

To make it powerful Caverion brand needs to be applied consistently. These guidelines are designed to ensure we all understand the Caverion brand in the uniform way in all our market areas. They are designed to help, guide and inspire our daily communications and marketing.

If you have any questions regarding the guidelines and Caverion brand, do not hesitate to contact Caverion Marketing and Communications.

Contents

This manual contains tools, inspiration and examples to help you implement the identity.

The manual and all master files are available upon request by contacting Caverion Marketing and Communications.

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BRAND

Brand identity is a set of associations we want our stakeholders to attach to Caverion. These associations can also be seen as our promises to our customers. Brand identity reflects Caverion's strategy and values and it should drive all brand building activities.



1.1 Brand

Mission, vision and values

We design, build and maintain user-friendly and energy-efficient solutions for buildings, infrastructure and industrial plants.

This is our mission, the reason we exist.

Our vision is to be the leading and most efficient building systems company in Europe.

This is our vision. It sets out where we are going and what we want to achieve.

Our company name:

Caverion is an artificial name: it doesn't mean anything specific. As Caverion employees we all create the meaning for the name with our own actions and communications.

These are our values:

Step ahead

Continuous learning ensures high competence
We develop sustainable solutions for a better future
Our approach is innovative

Cooperation

Customer focus is our key principle
We work as a team, respecting our partners
We cooperate and share our knowledge

Responsibility

We act ethically
We do what we promise
We take the initiative

High Performance

We create and deliver added value
We go beyond expectations
Our objective is to be best in class

1.1 Brand

Brand Identity, Brand essence and slogan.

Brand identity is a set of associations we want our stakeholders to attach to Caverion. Brand identity reflects Caverion's strategy and values and it should drive all brand building activities.

Pathfinder.

We want to be a pioneer in developing new innovations: new technologies, new services, even new business models.

Quality of living environments.

Everything we do aims to improve the quality of people's living environments.

Understanding the big picture.

Buildings are getting more complex. You have to understand the wholeness so you can take care of the details – and you have to understand the different building systems to build efficient total solutions.

Local expertise.

We understand the global megatrends but we act locally. We are close to our customers and approachable. Our extensive service network is operating 24/7.

Enthusiasm.

Everything we do, we do with great enthusiasm. We pay attention to details and excellent service. We are proactive in every way.

Caverion brand essence

Working better

Brand essence is a summary what we want Caverion to stand for. It is the core idea that drives the whole organization. It captures the soul of the company.

At the core of the Caverion brand is the idea of working better.

Working better means that our customers can concentrate on their core business while we take care of their buildings. It means that our customers' customers – people working in the different properties we take care of – have a better working environments. And it means that each and everyone of us should constantly seek new and better ways to do our daily work.

Caverion slogan

Working for better buildings

Our slogan communicates our brand positioning. We use it only in English in all our market areas.



1.1 Brand Tone of voice

In a service brand like Caverion the people who work for the company are the brand. Thus, our people are the most important communicators. Caverion's tone of voice in all communications can be characterised as personal, smart, respectful and open.

Personal.

Our services are tailor-made to each customer so we should treat them individually as well.

Smart.

We are experts in our business. We have both answers and opinions. We understand the big picture and can give valuable advice and insights.

Respectful.

Being an expert doesn't mean being arrogant. We value our co-workers, customers and other stakeholders and understand that our business is not a one man's show.

Open.

We are open, honest and easy to approach. Our culture is straightforward: we mean what we say and say what we mean.



Personal.
Smart.
Respectful.
Open.

1.1 Brand

Caverion's company story

Functions as a template for internal communications and marketing material.

Caverion. Working for better buildings

Caverion offers building services and industrial services. We design, build and maintain properties and industrial plants the user-friendliness and energy efficiency of which are in a class of their own.

There is extensive trust in our competence. Our services are used in offices, shops, housing, hospitals, airports, traffic tunnels and industrial plants, among other places. We ensure that the properties are comfortable, safe and energy-efficient – while looking after their value.

There is growing demand for our work in the market. Buildings and industrial processes contain increasingly advanced technology that requires special competence. At the same time, the requirements for energy efficiency are tightening. Energy efficiency is one of our core competencies and incorporated into all of our services.

Our services cover the entire life cycle of the building. We can take responsibility for designing and implementing all of the building systems, as well as for the service and maintenance of the building. Our services cover all areas of building technology. We have a solid comprehensive insight into building systems. We can see the big picture and can package it into clear services that provide customers with added value.

Our technological competence and customer-oriented service are also our strengths. Due to our in-house research & development, we can create innovative solutions that offer customers also cost savings. Thanks to our extensive service network, we are always close to our customers. Nevertheless, we must continuously develop these strengths. This demands continuous reform and working with great passion.

Excellent service is ultimately the result of every Caverion employee's attitude, professional skill and will to solve the customer's problems straight away. All of our operations are based on our shared values: being a pioneer that is always one step ahead, our cooperation, responsibility and high performance.

Caverion is a new company, but we have a long history and lots of valuable competence in all of our countries. We are building a strong culture and creating unique products and services for our customers, while being a forerunner in our industry.

Note

A short version of the story can be used in marketing communications. See example on page 15.

VISUAL IDENTITY

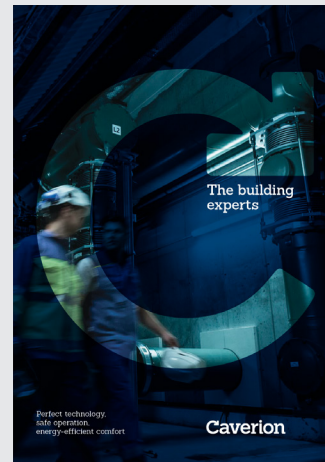
The identity consists of the Caverion logo, blue and white as main colours, the Caverion symbol extracted from the logo, strong and personal Sanchez typography that has the same design language as the logo, service icons, and imagery style that tells stories about our customers and our way of working.



2.1 Identity idea

Our new identity communicates that we take responsibility for the entire life cycle of buildings/properties. It also tells about our capability to continuously refresh, reinvent and redesign new and improved solutions.

Caverion



Caverion

Michael Giffels

Educational Information
Head of Marketing and Communications

Caverion Oyl
Riesstraße 25
80992 München
Tel: +49 89 37 42 88 113
Fax: +49 89 37 42 88 116
Mobiltelefon: +49 175 72 77 438
michael.giffels@caverion.de
www.caverion.de



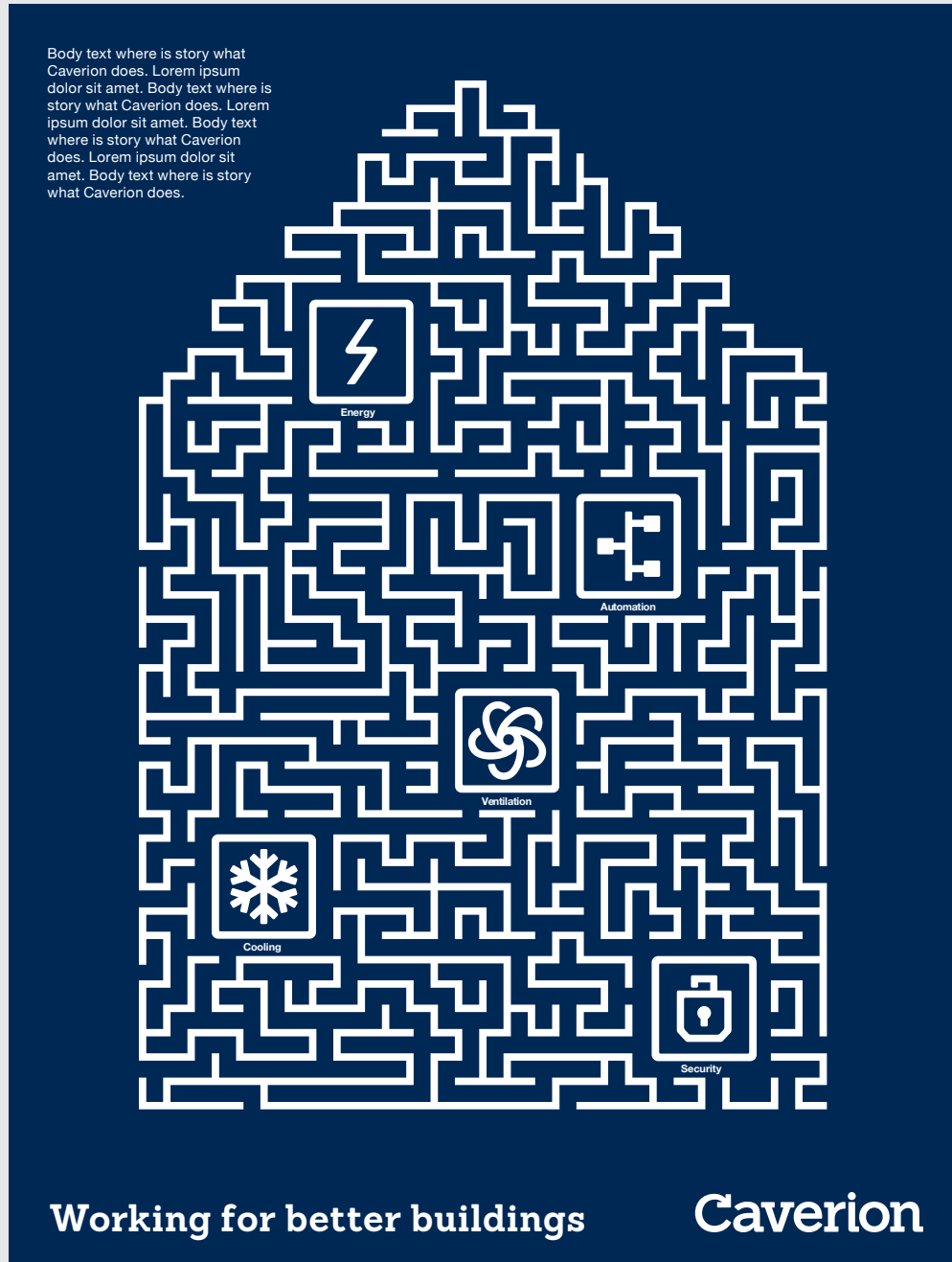
2.2 Look & feel principles

Less is more.



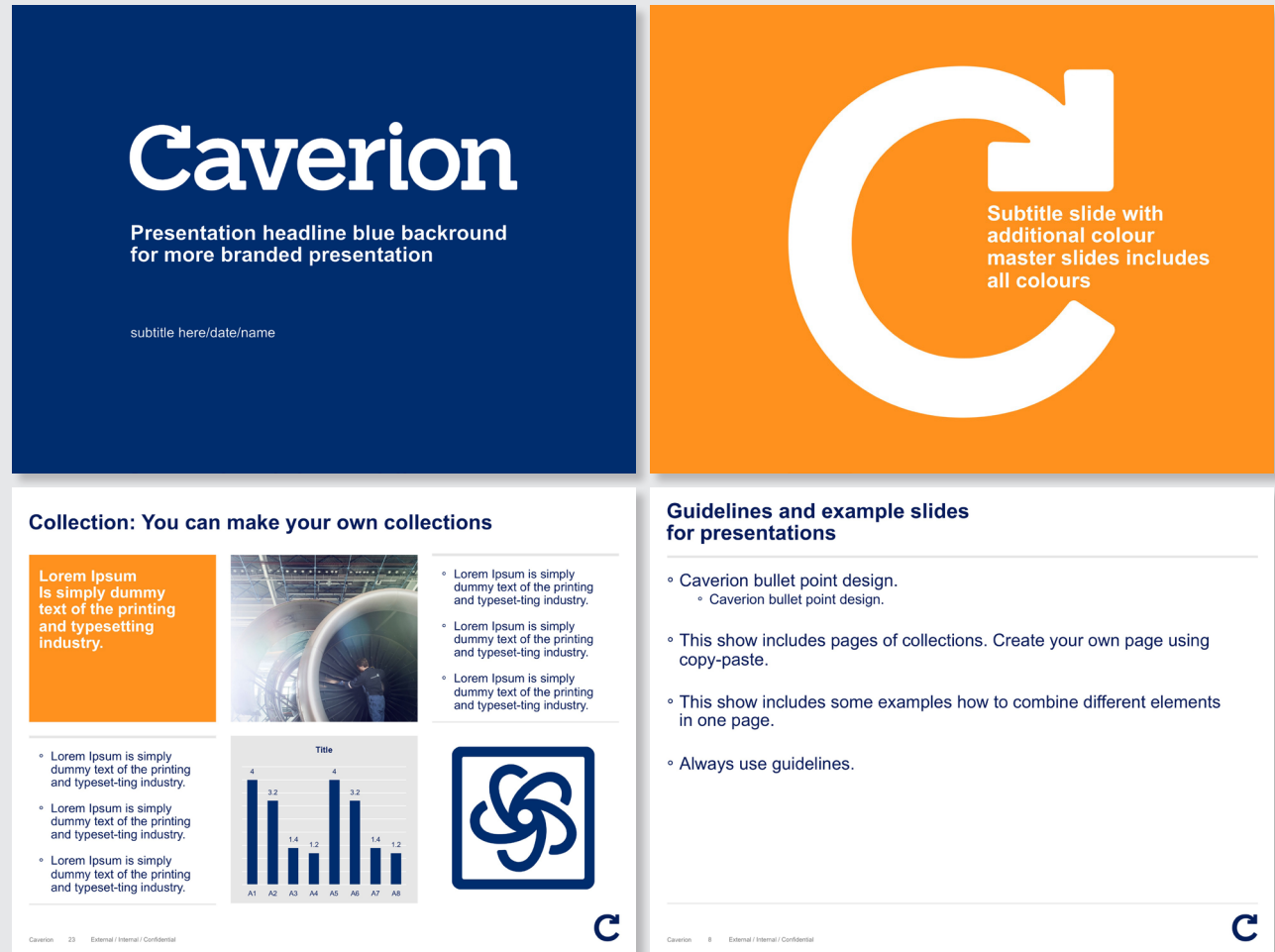
2.2 Look & feel principles

Caverion is a blue and white brand.



2.2 Look & feel principles

One additional bright colour at a time.

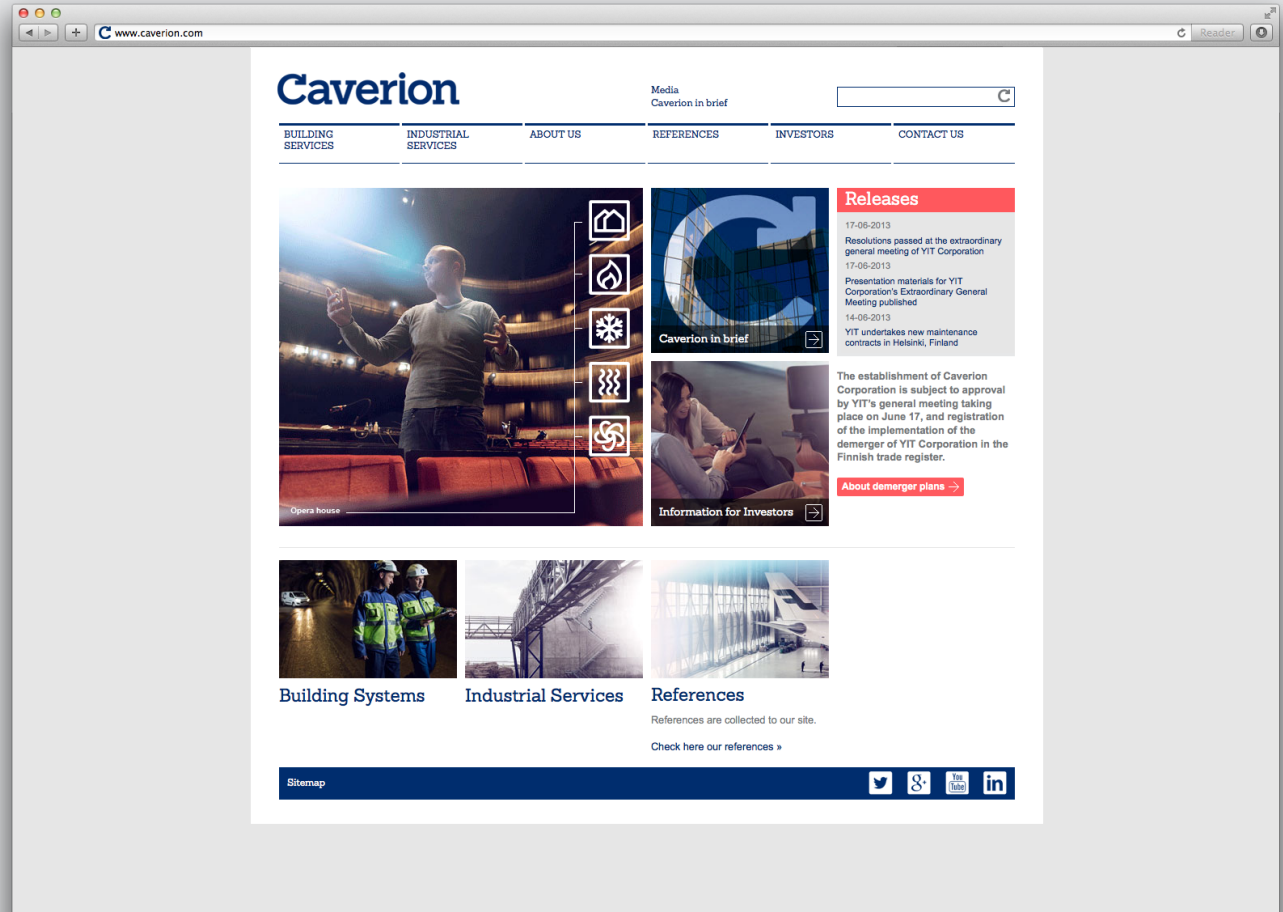


Note

Additional greys can always be used alongside the main and additional bright colours. See pages 31-32.

2.2 Look & feel principles

It's flat 2D graphics.
No 3D. No drop shadow.



2.2 Look & feel principles

Strong and personal typography.

Caverion designs , builds  and  maintains user-friendly  and energy  efficient  properties and industrial plants. Our strengths are technological competence and  customer-oriented service  which covers all areas  of  building technology  for entire life cycle  of the building.

2.2 Look & feel principles

Images that tell stories about our customers and us.



2.2 Look & feel principles

Icons that open the role of Caverion.



Working for better buildings

Verification
Energy
Heating

Caverion designs, builds and maintains user-friendly and energy-efficient buildings and industrial plants. Our strengths include technological competence and customer-oriented service, covering all building systems throughout the life cycle of the property.

Caverion

VISUAL ELEMENTS

These are the visual tools you will need to
create and build the Caverion brand.

3

3.1 Caverion logo

The design

The arrow included in the letter C communicates that we take responsibility for the entire life cycle of buildings/properties. It also tells about our capability to continuously refresh, reinvent and redesign new and improved solutions.

The visual embodiment of the company name, the logo, is the most important visual element of the Caverion brand identity.

The image shows the Caverion logo in a large, bold, dark blue serif font. The letter 'C' is stylized with a small arrow pointing upwards and to the right, integrated into its top curve.

3.1 Caverion logo

Protection area and minimum size

Protection area

The logo should always be placed in a prominent position, so it appears clear and distinct. The immediate vicinity of the logo is kept clear of other visual elements by surrounding it with a protection area (clear space).

Minimum size

A minimum logo size has been defined to ensure readability and printability. The minimum width of the logo, excluding the protection area, is 20 mm in printed materials and 100 pixels in web materials.



Protection area

Caverion

Minimum size: width 20 mm



The original logofiles include a transparent protection area

Note

Always reproduce the logo using electronic master logo files. The master files include a transparent clear space around the logo.

3.1 Caverion logo

Colour versions

The Caverion logo has two equal main versions: Blue and white.

Blue logo

The blue version of the logo is used on white backgrounds and on light photo backgrounds.

White logo

The white logo is used on Caverion blue backgrounds and on dark photo backgrounds.

Black logo

The black logo version is used only on black-and-white materials.



Blue logo



White logo



Black logo

Caverion blue colour

PANTONE: 295

CMYK: C:100 M:60 Y:0 K:45

HTML: 002F6C

R:0 G:45 B:110

RAL: 5003

3M: SC 80-003 DARK BLUE

3.1 Caverion logo

Usage

The primary colour combinations are a Caverion blue logo on a white background or a white logo on a Caverion blue background.

No variants

The relative dimensions of the Caverion logo must not be altered.

Logo colours are strictly defined.

Any other elements (text, slogan, illustrations, website, icons etc.) must not be placed in direct connection with the logo.

YES.



Caverion blue logo on white background



White logo on Caverion blue background



Black logo in black-and-white materials



White logo on secondary Caverion colour background (see secondary colour specifications in section 3.4)



White logo on dark photo background



Caverion blue logo on light photo background

NO!



Logo in secondary Caverion colour



Caverion blue logo on secondary Caverion colour background



Caverion blue logo on dark photo background



White logo on light photo background



Effects in logo



Outlined logo



Changed relative dimensions of the logo



Changed dimensions of the logo



Logo in a box



Logo in a shape



Tilted logo



Written logo



Logo with symbol



Slogan below the logo



Logo with website



Logo with service icon

Note

Always reproduce the logo using electronic master logo files. The master files include a transparent clear space around the logo.

3.1 Caverion logo Positioning in layouts

There are two preferred ways to position the Caverion logo in layouts: in the upper left-hand corner or in the lower right-hand corner. Centered positioning is allowed as a secondary option.

Always position the logo in a dignified way: the logo should be big enough, have enough protection area around it and located in a visible place in the whole.

A. Upper left-hand corner – preferred positioning

Use this positioning when the logo mainly has identification role. Examples of such basic materials are business cards, letterheads, envelopes and the website. The logo size and distance from the application corners is determined case by case depending on the application.

B. Lower right-hand corner – preferred positioning

The lower right-hand corner positioning is used in applications where content (images, headline) is in key role and the logo has a signature role. Examples of such applications are advertising and brochures. The logo size and distance from the application corners is determined case by case depending on the application.

C. Centered – secondary positioning

The centered positioning of the logo is a secondary option. This option should be used when the logo is the only element of the layout, or the format of the application is narrow. Examples of such applications are roll-ups, flags, banderols, paper bags and PowerPoint starting slide. The logo size and vertical positioning is determined case by case depending on the application.

Note

Take the logo protection area into consideration.
See examples of layouts in section 5.2

YES.

A.



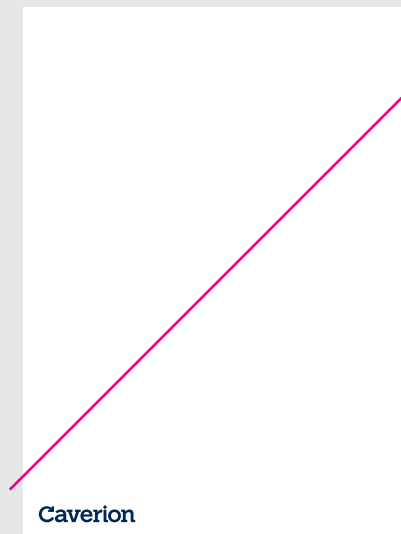
B.



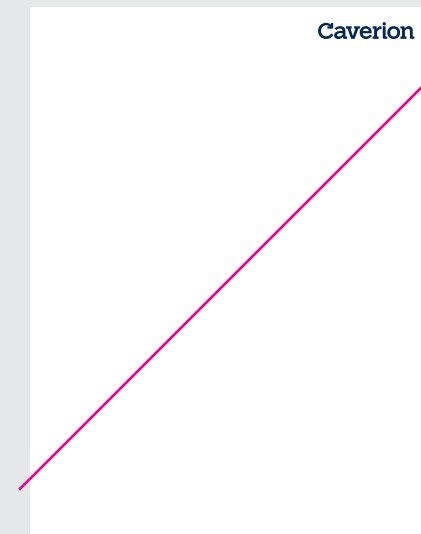
C.



NO!



Lower left-hand corner.



Upper right-hand corner.

3.2 Caverion symbol

Additional symbol for the brand

The letter C extracted from the logotype can be used as an additional brand symbol.

The Caverion symbol doesn't replace the logo in applications. It is always used along with the logo.

The symbol and the logo are never combined together. There should always be a clear space between the two elements.

The symbol cannot be used independently without the Caverion logo being present in the application in question. Exception to this rule: situations where the application with symbol is positioned next (or close) to another application with the logo. See the workwear and flag examples beside.

The symbol should be used in a large size relative to the space available. A centered positioning of the symbol is preferred.

See the examples beside for using the symbol along with the logo.

YES.



Business card – The logo on the front side, the symbol on the backside in large size



Brochure cover – The symbol is large, the logo is small in the right-hand corner



Workwear – The logo in the jacket and trousers, the symbol in the helmet occupying the space available



Three flags – Two flags with the logo, one flag with the symbol in large size

NO!



Symbol and logo combined



Symbol without the logo being present



Small symbol relative to the space available



Symbol not in centered position

Note

Always reproduce the symbol using electronic master logo files. The master files include a transparent clear space around the symbol.

3.2 Caverion symbol

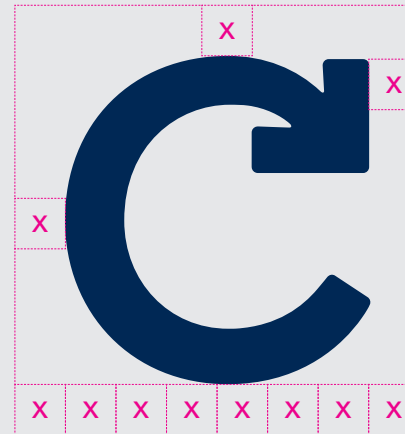
Protection area and minimum size

Protection area

The symbol should always be placed in a prominent position, so it appears clear and distinct. The immediate vicinity of the symbol is kept clear of other visual elements by surrounding it with a protection area (clear space).

Minimum size

A minimum symbol size has been defined to ensure visibility and printability. The minimum width of the symbol without text inside, excluding the protection area, is 5 mm in printed materials and 25 pixels in web and digital applications.



Protection area



The original logofiles include a transparent protection area



Minimum size: width 5 mm

Note

Always reproduce the symbol using electronic master logo files. The master files include a transparent clear space around the symbol.

3.2 Caverion symbol

Colour versions

The Caverion symbol has two equal main versions: Blue and white.

Blue symbol

The blue version of the symbol is used on white backgrounds and on light photo backgrounds.

White symbol

The white symbol is used on Caverion blue backgrounds and on dark photo backgrounds.

Black symbol

The black symbol version is used only on black-and-white materials.



Blue logo



Blue logo



Black logo

Caverion blue colour

PANTONE: 295

CMYK: C:100 M:60 Y:0 K:45

HTML: 002F6C

R:0 G:45 B:110

RAL: 5003

3M: SC 80-003 DARK BLUE

3.2 Caverion symbol Usage

The primary colour combinations are a Caverion blue symbol on a white background or a white symbol on a Caverion blue background. Its use as a transparent element on top of a picture is allowed as a secondary option.

No changes to the symbol dimensions

The relative dimensions of the Caverion symbol must not be altered.

Symbol colours are strictly defined.

YES.



Caverion blue symbol on white background



White symbol on Caverion blue background



Black symbol in black-and-white materials



White symbol on secondary Caverion colour background (see secondary colour specifications in section 3.4)



White symbol on dark photo background



Caverion blue symbol on light photo background



Symbol as a transparent element

NO!



Symbol in secondary Caverion colour



Caverion blue symbol on secondary Caverion colour background



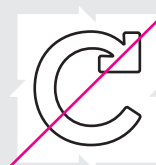
Caverion blue symbol on dark photo background



White symbol on light photo background



Effects in symbol



Outlined symbol



Logo inside the symbol



Combination of logo and symbol



Combination of logo and symbol



Symbol in a box



Symbol in a shape



Slogan below the symbol



Website below the symbol



Rotated symbol



Changed dimensions of the symbol

Note

Always reproduce the symbol using electronic master logo files. The master files include a transparent clear space around the symbol.

3.2 Caverion symbol

Usage; Symbol with text inside

The Caverion symbol can also be used together with a text. In such cases the text is positioned inside the symbol.

The text used can be the Caverion slogan, a headline or a word linked to the application in hand or it can be a text describing the Caverion services.

Typography principles for the text

The font used is the Caverion typography Sanchez. The typeface version used is always either Semibold or Bold.

The text is always in lower case.

The text can be in one to four lines.

The text's starting point is aligned with the left-hand edge of the arrow end.



One line of text in Sanchez Bold



Four lines of text in Sanchez Semibold



Two lines of text in Sanchez Semibold

Note

See section 3.3 for slogan guidelines.

See section 3.5 for typography usage guidelines.

3.3 Slogan Versions

The Caverion slogan communicates our brand positioning. It is used only in English in all our market areas. The slogan can be used in three different ways.

1. Inside the Caverion symbol

Examples of such use are the business card's backside and the PowerPoint presentation's last slide. Typeface version to use from the Sanchez family: Semibold.

2. As a headline

Examples of such use are advertising and brochure covers: in general materials where the slogan is directly linked to the content (e.g. to the brochure image). The typeface versions to use from the Sanchez family: Bold or Semibold.

3. In a signature role in the bottom left-hand corner or the top right-hand corner of the application

Examples of such use are advertising and newsletter. The typeface version to use from the Sanchez family: Semibold.

The slogan is never linked directly to the logo.

The slogan typography is always Sanchez.

Spelling

The slogan is always written in lower case text with a capital letter in the first word (Working for better buildings).

Note

See usage guidelines for the Caverion symbol in section 3.2. A master digital file exists for the version 1 "inside the Caverion symbol".

See examples of layouts in section 5.2

Working for better buildings

Capitalized first letter, lower case text



1. Slogan inside the Caverion symbol



2. Slogan as a headline



3. Slogan in signature role



3.3 Slogan Usage

The usage principles of the slogan follow the guidelines of the logo: the primary colour combinations are a Caverion blue slogan on a white background or a white slogan on a Caverion blue background.

Slogan colours are strictly defined.

The slogan typography is always Sanchez.

Any other elements (text, slogan, illustrations, website, icons etc.) must not be placed in direct connection with the slogan. The Caverion symbol is the only exception.

YES.



NO!



Note

Do not translate the slogan into other languages.

3.4 Colours

Main and additional colours

The primary Caverion colours are deep blue and bright white. Caverion is a blue and white brand.

Caverion blue and white

The Caverion blue and white are used in all the visual elements: logo, symbol, typography, slogan, service icons.

The Caverion blue and white are also used as background colours in applications.

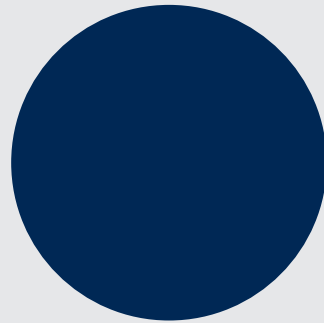
Five additional bright colours

Five additional bright colours add freshness and life to the identity when appropriate. Additional colours are used in small portions in backgrounds and in additional visual elements. The additional colours are never used in the key visual elements: logo, symbol and slogan. Additional colours should not be mixed: One additional colour at a time (e.g. when creating PowerPoint slides) is a good principle.

Two balancing greys

Two additional greys are used as balancing colours or as elements to gather various visual elements together.

PRIMARY COLOURS



CAVERION BLUE
PANTONE: 295
CMYK: C:100 M:60 Y:0 K:45
HTML: 002F6C
R:0 G:45 B:110
RAL: 5003
3M: SC 80-003 DARK BLUE



WHITE
CMYK: C:0 M:0 Y:0 K:0
HTML: FFFFFFFF
R:255 G:255 B:255
RAL: 9003
3M: 80-10 WHITE

ADDITIONAL BRIGHT COLOURS



LIGHT BLUE
PANTONE: 306
CMYK: C:75 M:0 Y:5 K:0
HTML: 00B5E2
R:0 G:180 B:225



ORANGE
PANTONE: 1495
CMYK: C:0 M:45 Y:80 K:0
HTML: FF8F1C
R:255 G:145 B:30



VIOLET
PANTONE: 265
CMYK: C:50 M:65 Y:0 K:0
HTML: 9063CD
R:145 G:100 B:205



LIGHT TURQUOISE
PANTONE: 3262
CMYK: C:75 M:0 Y:40 K:0
HTML: 00BFB3
R:0 G:190 B:180



BRIGHT RED
PANTONE: 178
CMYK: C:0 M:70 Y:60 K:0
HTML: FF585D
R:255 G:90 B:95

ADDITIONAL GREYS



LIGHT GREY
PANTONE: Cool Gray 2
CMYK: C:0 M:0 Y:0 K:17
HTML: E6E6E6
R:230 G:230 B:230
RAL: 7047
3M: 80-2428 CRYSTAL GREY



DARK GREY
PANTONE: Cool Gray 9
CMYK: C:0 M:0 Y:0 K:60
HTML: 75787B
R:115 G:120 B:125
RAL: 7046
3M: 100-2435 OFFICE GREY

Note

Use pre-printed Caverion colour samples or Pantone chips as colour reference. Do not use this document as reference.

3.4 Colours Usage

The primary Caverion colour combination is blue and white. The background colour for applications is primarily the Caverion blue or white.

Principles for using colours

Blue and white is the primary colour combination; Caverion is a blue and white brand.

Key visual elements (logo, symbol, typography, slogan) can only be used in the main colours blue and white.

Blue and white are the main background colours to use.

Use additional colour as the background colour when it is important to differentiate the application (e.g. visitor card)

Use additional colours in details to add life and freshness to the identity; use one additional colour at the time.

Use the two greys to balance designs. The additional greys can always be used alongside the main and additional bright colours.

Use white between blue and additional colour.

YES.



Caverion blue as the background colour



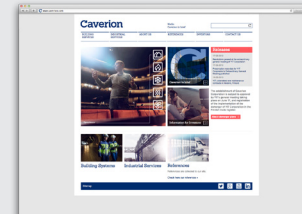
White as the background colour



One additional Caverion colour at a time



Additional colour as the background colour differentiates the application



Use of grey as balancing element



White between blue and additional colour

NO!



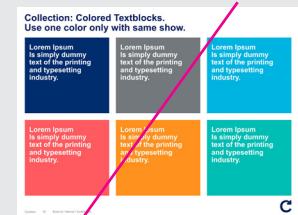
Additional Caverion colour in logo



Additional Caverion colour in symbol



Additional Caverion colour in typography



Application with many different additional Caverion colours



Basic application with additional colour



Tints



Gradients

Note

See examples of layouts in section 5.2

3.5 Typography

Typefaces

The Sanchez typeface is a key element of the Caverion brand identity. It maintains the design language of the logo.

Sanchez for creating recognisable identity

Caverion's primary typography is Sanchez. It has a strong role across applications. The Sanchez typography is a key element in creating the recognisable look and feel of the Caverion brand. The font can be used for example in headlines, subtitles and body texts. Sanchez is not used in PowerPoint and Word.

Helvetica Neue for content and information

Helvetica Neue is the secondary typography. It is used for content where primary typographic style is not needed. The font can be used for example in small text, technical information and body texts. Helvetica Neue is not used in PowerPoint and Word.

Arial for Microsoft Office documents and electronic media

Arial is used as the Caverion font in Microsoft Office documents such as PowerPoint and Word. Arial is also used in websites and intranet to replace Helvetica Neue.

About Sanchez

Sanchez, designed by Daniel Hernández, is a serif typeface belonging to the classification slab serif, or Egyptian, that bears a strong resemblance to the iconic Rockwell, but with rounded edges - offering contrast and balance to the square structure.

Sanchez & Sanchez Condensed comprises 12 variants, ranging from extra light to black, each of the same x-height. Regular and Italic variants are available for free.

If you need the font licence, please contact your local IT Service Desk. It is illegal to use fonts without a licence.

Note

The Sanchez font can be purchased from:
<http://www.myfonts.com/fonts/latinotype/sanchez>

Sanchez

Sanchez Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Sanchez ExtraLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Helvetica Neue / Arial

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Helvetica Neue UltraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890

3.5 Typography

Usage in print

Sanchez and Helvetica Neue are the typefaces used in printed materials.

1. Sanchez is used in headlines

For headlines use the Semibold version of the typeface. The Colour of the headlines is mainly the Caverion blue or white. The two balancing greys and additional bright colours can also be used. Carefully consider the use of colour in headlines and remember to use only one additional bright colour at a time.

2. Sanchez is used in subtitles

For subtitles use the Light version of the typeface. The Colour of the subtitles can be the Caverion blue, white or either of the two balancing greys.

3. Sanchez is used in introductory paragraphs

For introductory paragraphs use the Regular or Light version of the typeface. The colour of the text can be the Caverion blue, white, black or either of the two balancing greys.

4. Helvetica Neue is used in bodytexts

For body texts use the Regular or Light version of the typeface. The colour of the body text is Caverion blue, white, black or either of the two balancing greys.

5. Helvetica Neue is used in smaller texts and informative elements

Informative elements are e.g. small texts (10 pt and below), symbol descriptions, captions or info boxes. The colour of the text can be the Caverion blue, white, black or either of the two balancing greys. Additional bright colours can also be used to highlight important information or elements such as numbered lists.

6. Lines alongside the text

Thin lines can be used alongside the text to divide, group or clarify information.



3.5 Typography

Usage in web

Sanchez and Arial are the typefaces used in web.

1. Sanchez is used in menus

For web menus use the Regular version of the typeface. The colour of the menus is the Caverion blue. White can also be used in special cases.

2. Sanchez is used in headlines and subtitles

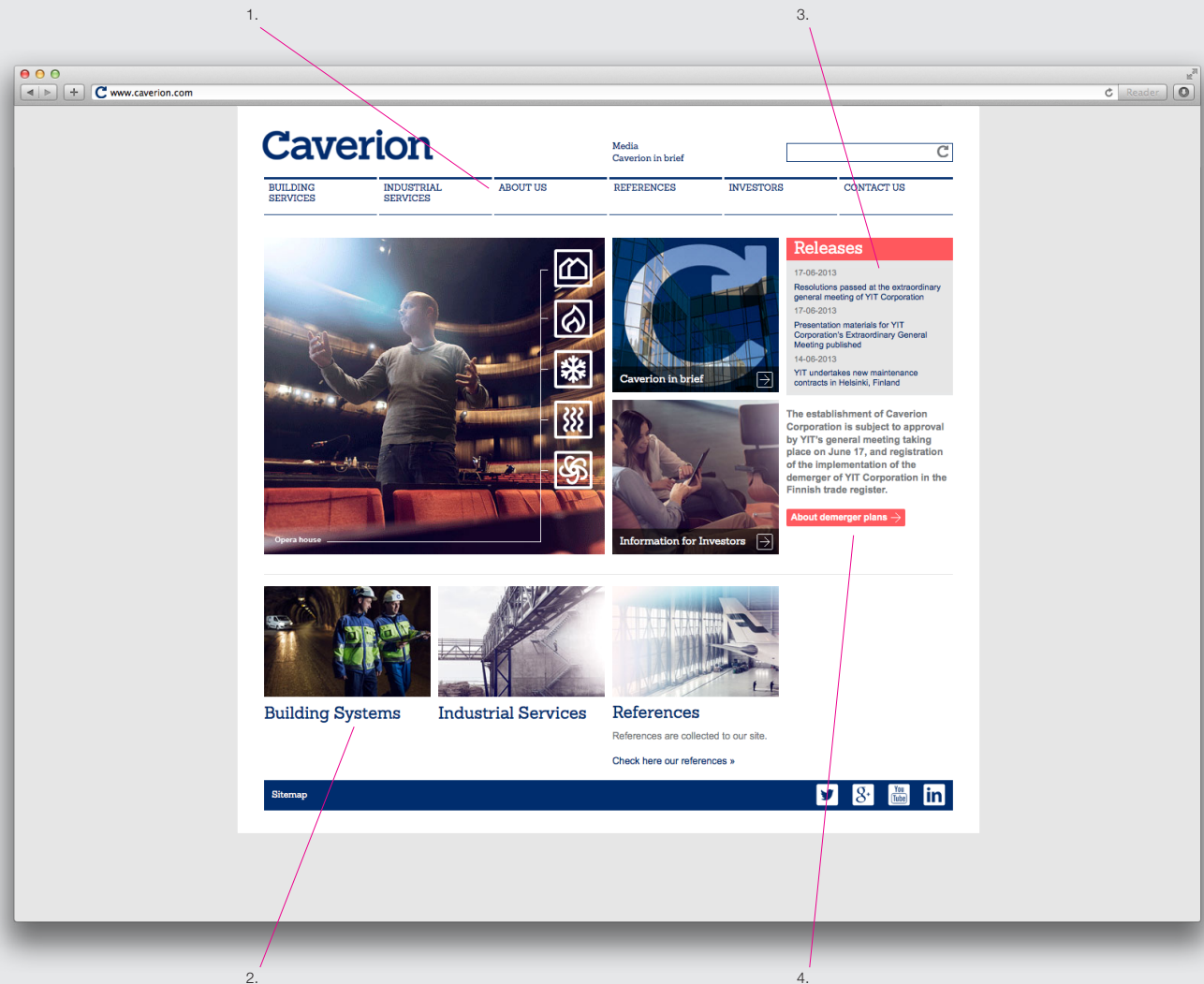
For headlines and subtitles use the Regular version of the typeface. The colour of the headlines and subtitles is the Caverion blue.

3. Arial is used for body text and smaller texts

For body texts use the Regular version of the typeface. The colour of the body text is Caverion blue, white, black or either of the two balancing greys.

4. Arial is used for text links

Use Arial Bold for text links. The colour of the links is the Caverion blue. White is used when the link is placed inside a coloured box.



3.6 Service icons

Visualising Caverion services in practice

Icons that open the role of Caverion services.

The service icons are used to communicate in a general way what Caverion services mean for customers in practice. The icons visualize the immaterial services. They open the role of Caverion in developing building systems and in building maintenance. Icons are used for example in advertising, PowerPoint presentations, roll ups and brochures. Icons are also used in the Serviflex concept.

Minimal design

The design of the icons is minimalist and 2-dimensional. All possible details have been left out. The design language is based on the Caverion logo. Slight roundness on the corners, makes minimalist icons approachable.

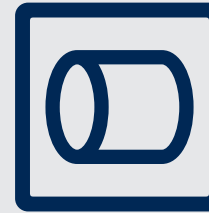
The icons have been specially designed for Caverion. When additional icons are created the design of new icons must share the same look & feel.

Minimum size

A minimum icon size has been defined to ensure visibility and printability. The minimum width of the icon is 4 mm in printed materials and 20 pixels in web and digital applications.



Energy



Plumbing



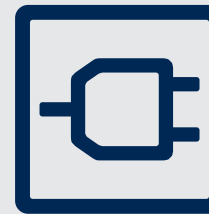
Audiovisual



Ventilation



FM



Electric



Sanitary



Fire



Cooling



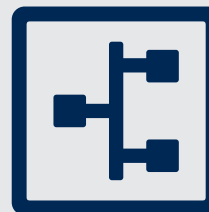
Heating



Energy savings contracting



Security



Automation



ICT



Building certification



Minimum size: width 4 mm

Note

The icons do not directly represent specific service products that Caverion sells.

3.6 Service icons Usage

Icons are used together with brand pictures to tell stories about Caverion services. Icons are also simply used to visualise the variety and different dimensions of the services.

Examples of using the icons:

1) Icons with pictures

Level I pictures and icons tell a story about how Caverion is working in the background and enabling better living and working environments for customers at the location in question.

When icons are used with pictures they are always connected to the headline by a thin line. The icons are placed on a calm area of the picture so that they do not overlap any key elements of the image.

Level II pictures and icons tell a story of what services the Caverions employees are providing at the location in question.

The icons used are chosen based on actual services. The idea is that the icons represent actual services and technologies that Caverion is providing in the location shown in the image. Number of icons is not defined for different layouts. A good rule of thumb is to have minimum three and maximum six icons when using them with pictures.

Examples of such use are advertising and brochures.

2) List of icons

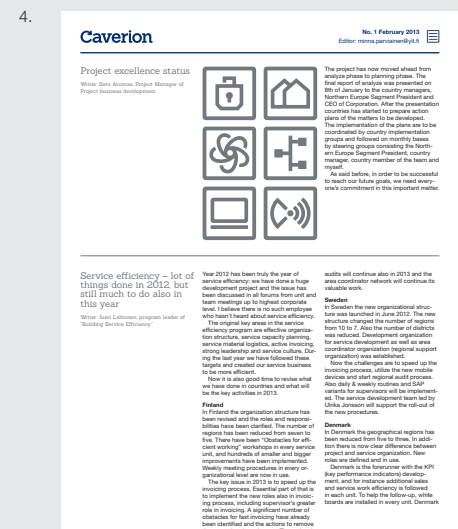
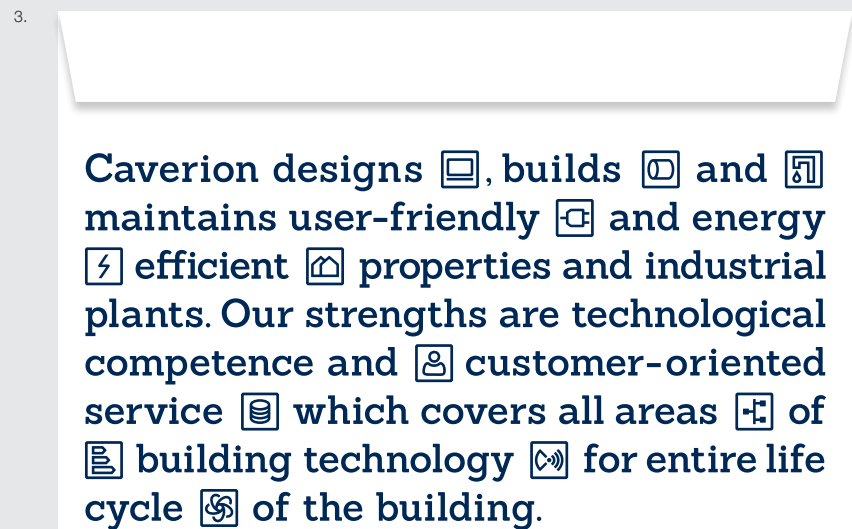
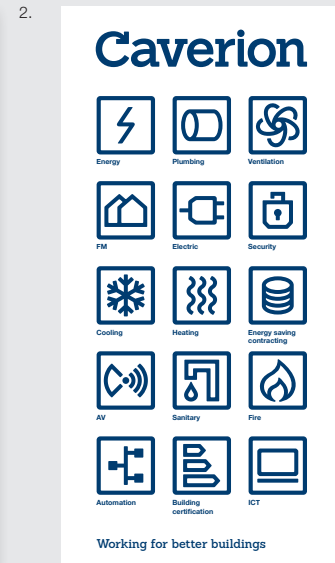
Icons can be used to visualise the variety and different dimensions of building services. Examples of such use are roll-ups and brochures.

3) Among the text

Icons can be placed among texts to create interesting visual stories. Examples of such use are innovative use of own medias like envelopes, paper bags.

4) Icon in additional colour

Icons can be used in additional colours. Remember to use one colour at the time.



3.6 Service icons Usage

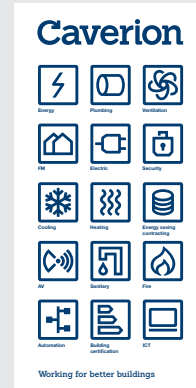
The primary colour combinations used for the Caverion service icons are:

- Caverion blue icons on a white or light photo background
- White icons on a Caverion blue or dark photo background.

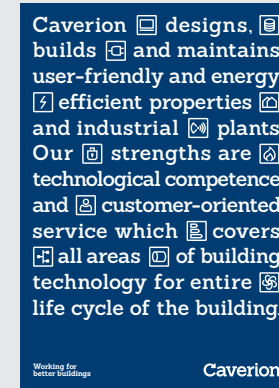
No changes to the icon dimensions

The relative dimensions of the icons must not be altered.

YES.



Caverion blue icon on a white background
Icon with text below



White icon on a Caverion blue background
Icon among the text



Icon in additional grey colour



Icon in additional bright colour



Caverion blue icon on a light photo background
Vertical row
Double row



White icon on a dark photo background
Icon linked to a thin line
Horizontal row

NO!



Icon in a shape



Icon in a box



Text inside the icon



Icon with a different design style



Icon with logo



Icon in too small size
Icon frame and symbol with different colours
Caverion symbol as an icon



Icons with different colours
Icons disorganized

3.7 Papers Specifications

Caverion applications are printed on uncoated papers that have environmental certificates.

White uncoated papers

White uncoated paper is used in printed materials such as brochures and stationary.

Three different paper products have been selected for Caverion. The papers in priority order are: PlanoArt, Olin Regular High White and Scandia 2000 White.

Precoloured uncoated paper

Precoloured dark blue uncoated paper can be used in applications such as folders, invitations and cards. The precoloured paper adds impression of quality and emphasises the blue brand colour. The selected paper product is Keaykolour Original Royal Blue from Antalis. A design-paper that contains 30% of recycled fibers.

Environmental labels

To use the FSC label, your printing house must also have been FSC certified. Ask your printing house for more information on the label as early as requesting for an offer for the printing: the information of the FSC label usage must be reported on every stage of the print run.

Use environment labels, preferably FSC, on brochures and also on other possible products. If your product doesn't qualify for FSC, ask your printing house for some other well-known label (e.g. local labels).

Note

Unauthorised use of the FSC label is strictly forbidden and might lead to legal consequences.

Product	Supplier	Environmental certificates	Available weight in grams
Uncoated white paper options (priority order):			
1. PlanoArt (Bright white, premium uncoated paper)	Papyrus	FSC Mixed Credit	80-300 g/m2
2. Olin Regular High White (Rough-textured, woodfree uncoated offset paper, off-white)	Antalis	FSC Mixed Credit	80-400 g/m2
3. Scandia 2000 White (Woodfree and uncoated offset paper)	Antalis	PEFC- and FSC Mix Credit	90-270 g/m2
4. Soporset Premium (Bright white, premium uncoated paper)	IGEPA	FSC Mixed Credit	60-350 g/m2
Precoloured uncoated paper choice:			
Keaykolour Original Royal Blue	Antalis	FSC Mixed Credit	120 g/m2, 250 g/m2, 300 g/m2, 450 g/m2

Application	Paper thickness
Brochure	
Cover page	170 g/m2
Inside pages	115 g/m2
Business Cards	
	300 g/m2

IMAGERY

The Caverion brand imagery consists of three different levels of pictures. Level I pictures tell stories about better living and working environments from the customer point of view. Level II pictures show Caverion people working for better buildings. Level III pictures are straightforward reference images of buildings, spaces and industrial facilities.



4.1 Caverion imagery concept

Level I: People working and living in better buildings

These pictures show people working and living in different spaces, which conditions are designed, built or maintained by Caverion. Caverion's smart services and intelligent building systems are working better in the background. The images concretise the brand essence and slogan from the customer value perspective.

Principles for level I pictures

Each photo is a story showcasing the Caverion services at the location. The story is told from the point of view of the end-user(s).

The customer perspective is key aspect in the images; the images are about the end-user experience.

Caverion employees or branding are not shown in the level I pictures.

The images are like documentary snapshots of everyday life. The photographer is an observer who is documenting better working and living.

No posing.

Service icons are to be used together with the pictures to tell the story.

Using level I images

Level I images are for top-level brand communication. The images are used in brochure covers, advertising, posters, website front page, PowerPoint, roll-ups etc. applications.

Note

See guidelines of using the service icons in section 3.6



4.1 Caverion imagery concept

Level II: We are working for better buildings

Level II pictures show Caverion people working for better buildings in practice. The images concretise the brand essence and slogan from the service perspective to the customers.

Principles for level II pictures

Each photo is a story showcasing how Caverion employees work and provide services in practice at the location.

The personal service perspective is a key aspect in the images.

Customers and end users of buildings and industrial facilities can be present in the level II pictures.

Branding is discrete.

The images are like documentary snapshots of everyday life. The photographer is an observer who is documenting Caverion people in action.

The images are visually interesting: challenging conditions, interesting locations, grand architecture, interesting perspectives, unconventional compositions, interesting lighting conditions.

No posing.

Service icons can be used together with the pictures to tell the story.

Using level II images

Level II images are mainly used to visualise content various applications such as brochures and website. The images can also be used in tactical advertising.

Level II images are not used in brand advertising, brochure covers etc. top-level communication.

Note

See guidelines of using the service icons in section 3.6



4.1 Caverion imagery concept

Level III: Reference images

Level III pictures are straightforward images of buildings, spaces and industrial facilities.

Principles for level III pictures

Showing the reference location or building in general is the key aspect in the images.

Branding is discrete.

If possible, people should not be present in the images.

If possible, the images are visually interesting: interesting locations, grand architecture, interesting perspectives, unconventional compositions, interesting lighting conditions etc.

Using level III images

Level III images are used to present customer references and locations. The images can be used as additional content in various applications such as brochures and website.

Level III images are not used in brand advertising, brochure covers etc. top-level communication.



Note

Reference images can also be images of spaces.

TOOLS

Practical tools that help
in applying the identity.

5

5.1 Contacts and master files

If you have any questions regarding the guidelines and Caverion brand, do not hesitate to contact Caverion Marketing and Communications.

Master files are available for printed and digital applications.

Files for printed applications

File formats: PDF, EPS, AI

These originals can be scaled without affecting the printing quality.

Files for digital/screen applications

File formats: PDF, PNG, JPG

PNG and JPG originals cannot be scaled bigger because of the image resolution.

Caverion Marketing and Communications

communications@caverion.com

5.2 Layout examples

